

# The Elements of Writing Effective Emails

HERE ARE FIVE HINTS

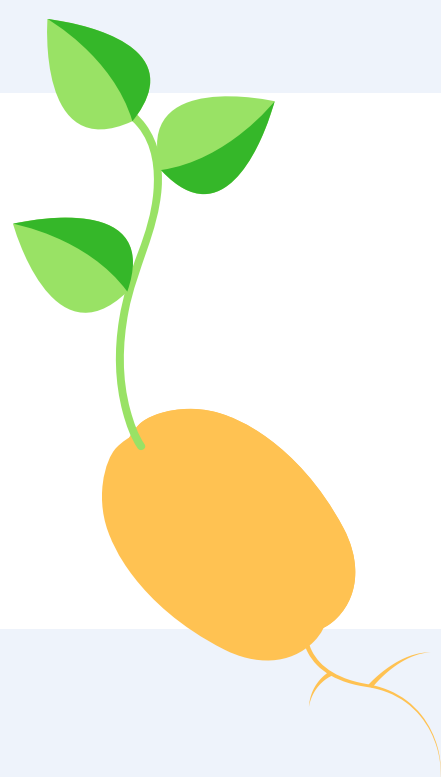


## 1) SIMPLICITY WINS

Less is more. Go for brevity & simplicity in message & words. People skim, especially on screens. Avoid jargon, which is often misunderstood & promotes exclusivity.

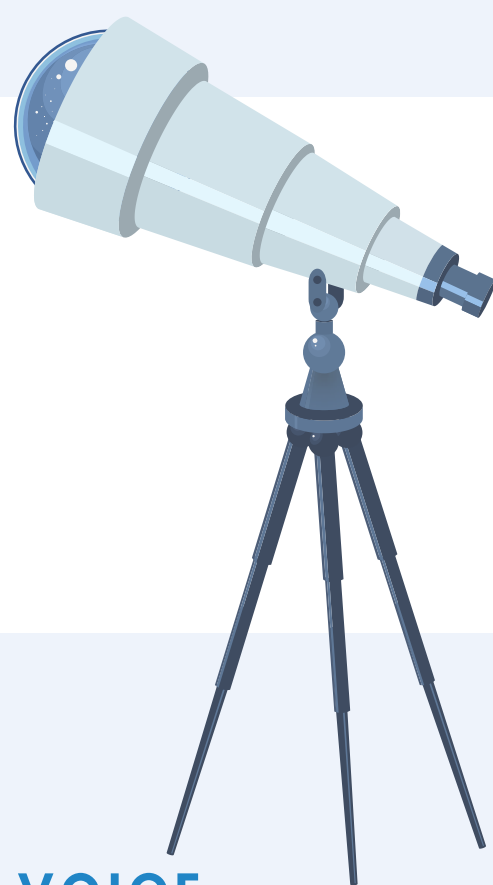
## 2) DRIP NOT FLOOD

Focus on one thing. Nurture rather than overwhelm. Subscribers will stick with you if emails arrive at a reasonable frequency & provide information of importance to them.



## 3) TELL STORIES

Fascinate, intrigue! (Especially in subject lines.) Stories build connection, curiosity & empathy. Be creative but authentic.



## 4) FOCUS: AUDIENCE

Focus on their interests & needs, not yours. Your audience is hyperfocused: "What's in it for me?" The good news? They're open to relevant content at the right time, in the right context & in the right format.



## 5) ACTIVE VOICE

"Who ate the last cookie" not "the last cookie was eaten by whom." Write conversationally with empathy, not like a robot or an orator. **Bonus Tip:** Verbs always win.

## FURTHER READING

Getting People to Open & Read Your Emails

Keeping Your Readers' Attention

Resonating with Your Audience